

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	: 10/805,873	Confirmation No.	9879
Applicant	: Christopher D. Payne, et al.		
Filed	: 03/22/2004		
Title	: SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT		
	: LISTINGS		
Group Art Unit	: 3688		
Examiner	: Darnell A Pouncil		
Docket No.	: 306410.02/MFCP.140571		
Customer No.	: 45809		

**VIA EFS – November 12, 2009**

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Please find submitted herewith an Information Disclosure Statement filed in accordance with 37 C.F.R. §§ 1.97(c)(2) and 1.98 and the required fee of \$180.00 under 37 C.F.R. § 1.17(p).

**RESPONSE**

In response to the Office Action mailed August 18, 2009, please amend the above-identified application as follows:

**Amendments to the Claims:** begin on page 2 of this paper.

**Remarks/Arguments:** begin on page 14 of this paper.